

4/85

Discussion with C/B&F/OL

The C/B&F/OL as a Finance careerists did not feel that his office could answer all the questions on our questionnaire, He did think it was a good idea for the other offices in OL. He also feels that OL basically has a good image.

June 1985

STUDY OF OL's SERVICE ENVIRONMENT AND WAYS TO ENHANCE OL's IMAGE

The Director of Logistics has asked IMSS to undertake a directorate-level objective to enhance OL's image as a service organization. The following questions serve as a point of departure to help us determine how OL can improve its services/support....or better acquaint other components with our role in the Agency. Feel free to tailor the questions to your component or expand them as you think best contributes to this effort. Please add continuation sheets as needed.

1. In your component, what activities/products/services act as "image creators" for you and OL?
 - a. *Responses to queries relating to individual requisition or service contract action in process*
 - b. *Co-ordination with various components on real estate and outside printing request payments*
 - c. *Transfers of funds and positions to/from other Offices*
 - d.
 - e.
 - f.
 - g.
 - h.
 - i.
 - j.

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 2)

2. What do you think are your customers' perceptions of your component's services and image in each of the above areas? Key your answer to the appropriate letter in Question 1.

a. Fair, but processing is too complex for one office within OL to respond to effectively. Requires integration of information and actions in SD/SMB, ICS, CONIF, SD/CD, PD elements, Good other SD elements, and OL/B+FB

c. Good

d.

e.

f.

g.

3. In which areas could your component project a better image or provide a better service? How? (Key your answer to the appropriate letter in Question 1.)

a.

b.

c.

} No specific enhancements for OL/B+FB

d.

e.

f.

g.

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 3)

4. What additional services/support could your component add to improve customer relations and enhance OL's image? Please indicate priority.

Achievable with present resources

a. N/A

b.

c.

d.

e.

f.

g.

Achievable with additional resources (specify resources)

a. N/A

b.

c.

d.

e.

f.

g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 4)

5. What other factors do you think influence OL's image? How can they be changed to enhance OL's image?

a.

17/1A

b.

c.

d.

e.

f.

g.

6. How can we best communicate to others in the Agency the scope and importance of OL's services/support?

a. Open the Logistics Orientation Course to interested personnel outside OL.

b. Promote rotational assignments (as with ^{25X1} to ^{25X1} in 1984)

c.

d.

e.

f.

g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 5)

7. What public relations tools could you suggest to enhance OL's image (e.g., employee bulletins, posters, brochures, video presentations, briefings)?
- a. *Booklets/brochures such as the Field Guide for Logistics Personnel and the MPA/PRA handbook are especially*
 - b. *effective. A "readable" guide to the procurement /*
 - c. *contract process might go over very well.*
 - d.
 - e.
 - f.
 - g.
8. If we were to conduct a voluntary random survey of the perceptions of OL within the Agency, who would you recommend be queried and with what specific questions?
- a. *Frequent users of OL services, as DDI elements using P+PD, OF elements (esp. A+CD/OF), OIT hardware elements, etc.*
 - b. *Offices which have recently moved - Was move on time? Any damage? New space adequate? Renovations satisfactory?*
 - c.
 - d.
 - e.
 - f.
 - g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 6)

9. Has your component conducted a customer survey within the past two years? No If "yes," please make copies of the survey and results available to IMSS. (Elaborate, if desired, on any changes made as a result of the survey or any changes suggested but not implemented.)
10. What other suggestions do you have for enhancing OL's image that are not specifically addressed in these questions?
- a. *Seriously consider a permanent procurement/requisition*
 - b. *"trouble desk" of one to three persons who can respond*
 - c. *to queries about specific requisitions (88's), 2420s,*
 - d. *contracts from customers and track actions or*
 - e. *problems thru all phases of processing - PD (all*
 - f. *elements), SD (all elements), CD, CONIF, ICS,*
 - g. *PDMIS, FRS/GAS, etc.*

SECRET (when filled in)